

## ABSTRAK

### **PENGARUH *STORE ATMOSPHERE*, KUALITAS PRODUK, DAN KUALITAS PELAYANAN TERHADAP MINAT BELI ULANG DENGAN KEPUASAN KONSUMEN SEBAGAI VARIABEL MEDIASI**

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh *store atmosphere* terhadap minat beli ulang dengan kepuasan konsumen sebagai variabel mediasi, (2) pengaruh kualitas produk terhadap minat beli ulang dengan kepuasan konsumen sebagai variabel mediasi, (3) pengaruh kualitas pelayanan terhadap minat beli ulang dengan kepuasan konsumen sebagai variabel mediasi. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner secara daring tentang *store atmosphere*, kualitas produk, kualitas pelayanan, kepuasan konsumen, dan minat beli ulang kepada 100 responden. Analisis data menggunakan *Parsial Least Square* dan menggunakan *WarpPLS 6.0*. Hasil penelitian menunjukkan: (1) *store atmosphere* berpengaruh positif terhadap minat beli ulang dengan dimediasi sebagian oleh kepuasan konsumen, (2) kualitas produk berpengaruh positif terhadap minat beli ulang dengan dimediasi sebagian oleh kepuasan konsumen, (3) kualitas pelayanan berpengaruh positif terhadap minat beli ulang dengan dimediasi sebagian oleh kepuasan konsumen.

Kata Kunci: *Store Atmosphere*, Kualitas Produk, Kualitas Pelayanan, Kepuasan Konsumen, Minat Beli Ulang.

**ABSTRACT**

**THE INFLUENCE OF STORE ATMOSHPERE, PRODUCT  
QUALITY, AND SERVICE QUALITY ON REPURCHASE  
INTEREST THROUGH CUSTOMER SATISFACTION AS THE  
MEDIATING VARIABLE**

Study of Customer Klinik Kopi on Yogyakarta Special Region

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This study aims to determine: (1) the effect of store atmosphere on interest in repurchase interest with customer satisfaction as a mediating variable, (2) the effect of product quality on interest in repurchase interest with customer satisfaction as a mediating variable, (3) the effect of service quality on interest in repurchase interest with customer satisfaction as a mediating variable. The sampling technique used was purposive sampling. Data were obtained by distributing online questionnaires about store atmosphere, product quality, service quality, customer satisfaction, and repurchase interest to 100 respondents. The analysis used in this study was Partial Least Square and using WarpPLS 6.0. The result of the study showed: (1) store atmosphere has a positive effect on repurchase interest mediated partly by customer satisfaction, (2) product quality has a positive effect on repurchase interest mediated partly by customer satisfaction, (3) service quality has a positive effect on repurchase interest mediated partly by customer satisfaction.

Keywords: Store Atmosphere, Product Quality, Service Quality,  
Repurchase Interest, Customer Satisfaction.